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**From:** Roy Segovia [mailto:rsegovia@ramedia.com]  
**Sent:** Thu 9/14/2006 12:42 PM  
**To:** Hecht, Jessica T.; anamontes@lif.org  
**Subject:** Re: Reminder: comments due September 14, 2006 on CPUC draft staff report "Challenges Facing Consumers with Limited English Skills in the Rapidly Changing Telecommunications Marketplace"

Hello Jessica,

Thank you for the reminder. As I have been swamped lately, including a trip to Budapest to present my research at the Information Systems Development (ISD) conference, I'm just now getting a chance to respond to the report.

I'm mainly reiterating the points that I made at the CPUC meeting in San Diego. Namely, paralingual web pages may be a critical tool for better serving the LEP populations. In particular, I'm addressing the third and fourth goals listed in part I, "Introduction and Report Organization", of the report.

For the third goal, which is:

- Developing strategies for communicating relevant information to LEP populations.

I propose that providing translated information adjacent on web pages will improve trust that the LEP consumers have in the provider of that information. This would help the CPUC in its web communications, but could also apply to the telecommunications firms providing services to these broad communities. Furthermore, the web pages remain readable, therefore you would not have decreased usability by using this format.

The fourth goal is:

- Recommending rules or programs (if appropriate) to improve service to LEP consumers, and estimating the costs (and benefits) of these recommendations.

I'm suggesting that there could be two important benefits from paralingual pages, although my research did not directly address these topics. First, LEP consumers could see their language on the paralingual page and get the information they need, while being able to see the English equivalent nearby, therefore they could **learn some English at the same time**.

Second, given that translations must be done, the cost of this aspect of paralingual web development does not differ. However, having one page on the website with two language components will be cheaper than having two pages on the website. That is, one file on the server is easier to store and maintain than two files.

I hope this information will help the CPUC in the overall goal of reaching out to diverse communities. I'm eager to collaborate with the CPUC staff in achieving this goal.

Thank you,

Roy Segovia